



CYCLECRAFT PRIVATE LIMITED

Building India's Sustainable Bicycle
Manufacturing Ecosystem

Manufacturing | OEM | Recycling | Sustainable Mobility

Pitch Deck prepared for Amity Technology Incubator

₹20 Lakh

₹50 Lakh

37,000 sq.ft.
20-year leased industrial land

Maharajganj, Uttar Pradesh | Startup India Recognized



About Cyclecraft

Building India's sustainable bicycle manufacturing ecosystem through an integrated manufacturing, OEM and recycling model.

Cyclecraft Private Limited is a Startup India recognised manufacturing company established to transform India's bicycle industry through innovation, quality manufacturing and sustainable business practices. With 40+ years of combined leadership experience, the company combines bicycle manufacturing, OEM production, organised bicycle recycling, spare parts recovery and dealer distribution under one integrated platform.



Integrated Model

Manufacturing + OEM production + organised recycling + spare parts recovery + dealer distribution.



Leadership Strength

Ashish Srivastav and Vijay Bahadur bring 40+ years of combined experience across manufacturing, supply chain, quality, sales and plant operations.



Infrastructure

Proposed 37,000 sq. ft. leased facility at NH-24, Maharajganj, Uttar Pradesh with scalable production capability.



Mission

To manufacture affordable, durable and sustainable bicycles while creating employment, supporting Make in India and advancing a circular economy.



Precision Manufacturing



Quality & Testing



Organised Recycling & Parts Recovery



Built for India. Built for Every Rider.



Startup India Recognised

Manufacturing + OEM + Recycling

Affordable Mobility



Company Profile

Manufacturing+Recycling+OEMunderone scalable platform.

Company Name

Cyclecraft Private Limited

Industry

Bicycle Manufacturing

Business Model

Manufacturing+OEM + Recycling

Recognition

Startup India Recognized

Location

NH-24,Maharajganj, Uttar Pradesh

Plant Area

Approx.37,000sq.ft. on 20-year lease



Assembly Line & Quality Operations

Startup India
Recognized

Make in India

Vision, Mission & Core Values

A clear mission to build affordable mobility with sustainable manufacturing.

Vision

To become India's most trusted bicycle manufacturing and recycling company by delivering affordable, innovative and sustainable mobility solutions that improve lives and support national manufacturing growth.

Mission

Manufacture world-class affordable bicycles, build organized bicycle recycling, deliver reliable OEM solutions, create rural employment, build a strong dealer network and promote Make in India.

Quality

Strict quality standards for every bicycle.

Integrity

Long-term trust with customers, dealers and partners.

Innovation

Continuous product and process improvement.

Sustainability

Reducing wastethrough organized recycling.

Customer First

Durable bicycles at competitive prices.



Project Background: Why Cyclecraft?

The idea emerged from practical industry problems identified over nearly two decades.

Production Shortage

Dealers face inconsistent availability and delayed deliveries.

High Manufacturing Cost

Rising raw material costs reduce margins across the value chain.

Third-Party Dependency

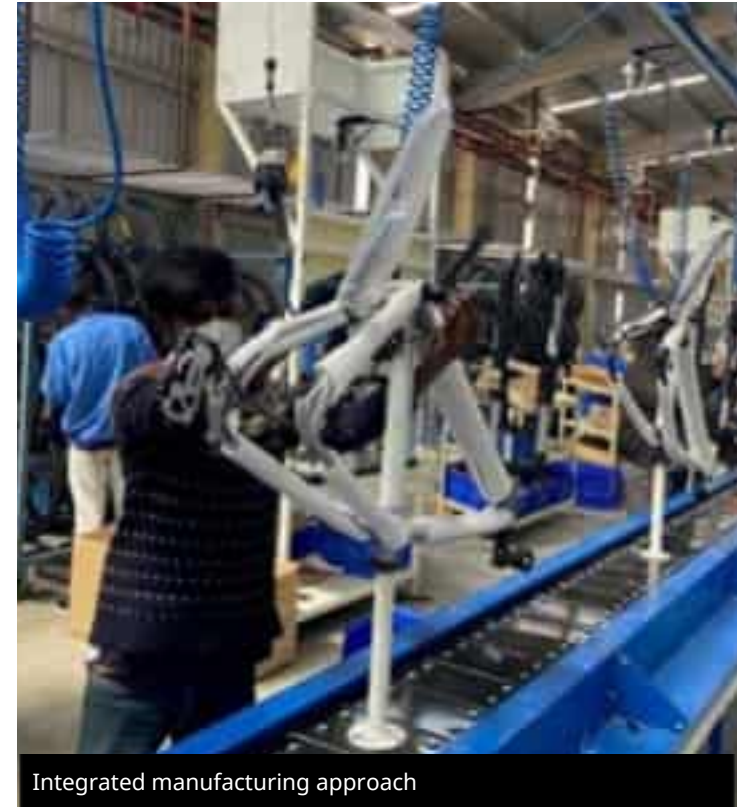
Many brands depend on outside manufacturers, increasing delay and quality risk.

Dealer Dead Stock

Rejected and old bicycles remain unused with no organized recycling channel.

Poor Dealer Support

Limited after-sales coordination and OEM flexibility affect market trust.



Integrated manufacturing approach

Cyclecraft responds with an integrated platform for manufacturing, OEM production, recycling, spare-parts recovery and dealer distribution.

Founder Profile: Abhishek Srivastav

Nearly 20 years in India's bicycle manufacturing, supply chain, quality, sales and dealer network ecosystem.

- **2006-2012** Appu International (Hero Group Sister Concern): Production, inventory, supply chain and manufacturing planning.
- **2012-2015** Firefox Bikes: Product development, supply chain and quality systems.
- **2015-2016** Magic Bike (Aman International): Plant Head; transformed trading into manufacturing; 60,000 cycles annual production.
- **2016-2019** Avon Cycles Ltd.: AGM Sales; dealer expansion, Nepal market development and ~25% business growth contribution.
- **2019-2020** TI Cycles: Senior Sales Manager - Uttar Pradesh; regional sales and dealer relationships.



Hands-on bicycle manufacturing experience

Founder's Message: *"We are not just manufacturing bicycles - we are building a sustainable future for Indian mobility."*

Leadership Team

Strong operational leadership with deep factory, quality and dealer experience.

Abhishek Srivastav

Co-Founder & Director
19+ years in bicycle industry
Manufacturing, supply chain, quality, product development, sales leadership and dealer expansion.

Vijay Bahadur

Co-Founder & Director
25+ years in production management, manufacturing operations, factory management, quality control, vendor coordination and team leadership.

40+ Years

Combined experience

Manufacturing

Plant operations + quality

OEM

Private label capability

Dealers

Existing relationships

Supply Chain

Vendor + inventory discipline

Market Opportunity

Affordable, durable bicycles are supported by demand across retail, institutions, government procurement and OEM manufacturing.



- Affordable transportation for rural, semi-urban and urban commuters
- Rising fuel prices increasing demand for low-cost mobility
- Government bicycle schemes and school/institutional demand
- Growing OEM manufacturing and private-label opportunities
- Export and Nepal market potential
- Untapped opportunity in organized bicycle recycling

Dealers & Distributors

Retail Customers

Government Departments

Schools & Colleges

Corporate CSR Projects

OEM Customers

Nepal Market

Problem Statement

Cyclecraft addresses manufacturing, dealer and environmental gaps in the bicycle value chain.

Manufacturing Issues

Production shortages, long delivery timelines and high manufacturing cost.

Dealer Issues

Limited product availability, delayed deliveries and limited OEM support.

Environmental Issues

Large quantities of discarded bicycles and lack of organized recycling.

Business Challenges

Working capital constraints, supply chain uncertainty and rising competition.

Resource Wastage

Reusable bicycle frames and components remain underutilized instead of being recovered.



Production and quality operations



Component assembly and recovery potential

Our Solution

An integrated bicycle manufacturing platform built for affordability, reliability and circular economy impact.

Manufacturing

Quality bicycles under the Cyclecraft brand.

OEM Manufacturing

Private-label production for brands and institutional buyers.

Bicycle Recycling

Recovery and refurbishment of reusable components.

Distribution Network

Dealers, retailers, institutions and government procurement channels.

Value Proposition

Affordable products, reliable supply, sustainable manufacturing and strong dealer support.



Business Model: Diversified Revenue Engine

Six revenue streams reduce dependency on one customer segment and support scalable growth.

45% **Cyclecraft Brand**
Manufacture and sale of bicycles under own brand.

25% **OEM Manufacturing**
Private-label manufacturing for other companies.

15% **Govt & Institutional**
Bulk supply to schools, departments, NGOs and CSR.

10% **Bicycle Recycling**
Collection, refurbishment and resale of components.

5% **Spare Parts**
Frames, forks, rims, chains, tyres, accessories.



Manufacturing and OEM capacity

Integrated Revenue Model

Branded bicycles, OEM, government supply, institutional sales, recycling and spare parts combine into one scalable platform.

Product Portfolio

Abroadrangeformass-market,institutional and OEM buyers.



MTB Series

26T, 27.5T, 29T

Road & Commuter

Standard road and daily commuter bicycles

Ladies Series

Comfort and city bicycles

Kids Series

16", 20", 24" bicycles

Government & School

Student bicycles and institutional models

OEM Models

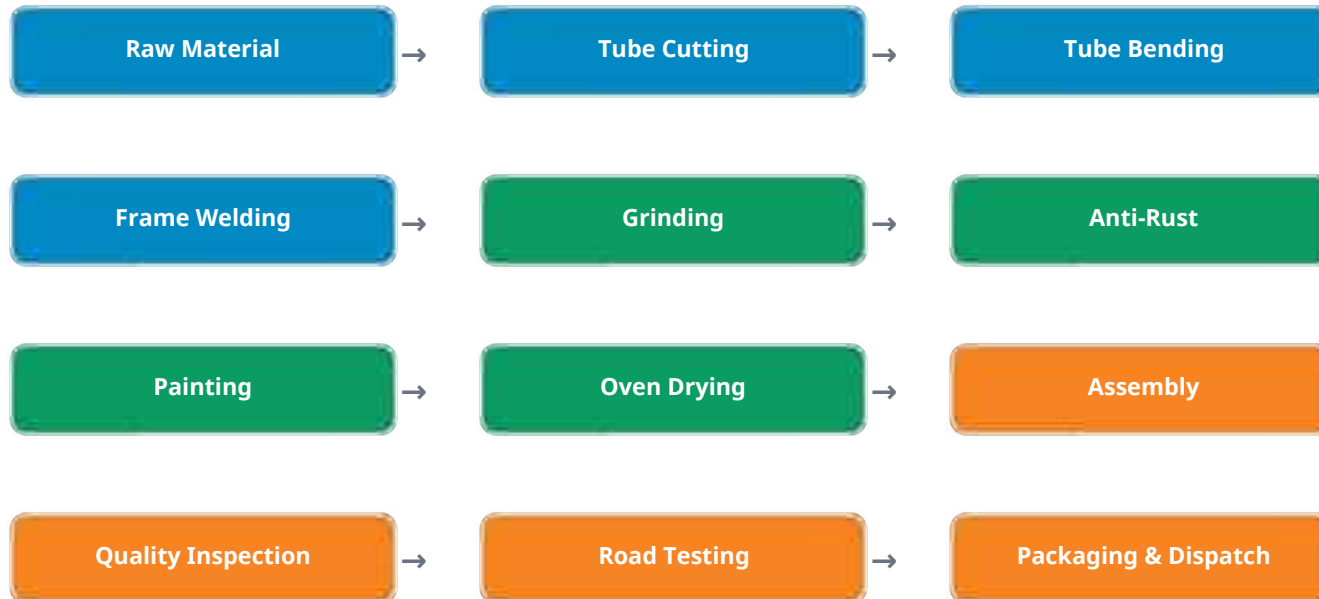
Private label and custom specifications

Spare Parts

Frames,forks,rims,tyres,chains,saddles,pedals, carriers and accessories

Manufacturing Process

End-to-end production workflow designed for quality and dispatch reliability.



Quality Standards

Incoming material inspection, in-process checks, final inspection, functional testing and 100% dispatch verification.



Production house and assembly line

Bicycle Recycling Process

A circular economy model for reducing waste and recovering value from rejected bicycles.



Rejected cycles and components can be inspected, recovered and reused.

Collection

Rejected bicycles collected from dealers, distributors and institutions.

Inspection

Each bicycle is checked for reusable components.

Segregation

Components are classified as reusable, repairable or scrap.

Refurbishment

Reusable parts are cleaned, repaired and tested.

Reuse

Approved parts used in suitable applications or sold as spare parts.

Recycling

Non-reusable metal sent to authorized recycling channels.

Competitive Advantage

Cyclecraft combines manufacturing, OEM flexibility and recycling in one integrated model.

Parameter	Cyclecraft	Traditional Manufacturers
Manufacturing	Yes	Yes
OEM Capability	Strong	Limited
Bicycle Recycling	Core model	Not organized
Founder Experience	40+ years combined	Varies
Dealer Network	Existing relationships	New development required
Startup India	Recognized	Not always
Flexible Production	High	Limited

Key Differentiators

Manufacturing + OEM + Recycling under one platform
Strong experience in production, supply chain and sales
Existing industry and dealer relationships
Affordable and sustainable bicycle positioning
Ability to serve retail, dealer, government and OEM customers



Quality systems + factory workflow

Go-to-Market Strategy

Phased expansion across North India, then nationwide distribution and export readiness.

Phase 1 Months 1-12

Focus Market

UP, Bihar, Uttarakhand, Nepal border region

Objectives

Commercial production, 50+ dealers,
Cyclecraft brand and initial OEM orders

Phase 2 Year 2-3

Focus Market

Delhi NCR, Punjab, Haryana, Rajasthan, MP

Objectives

100+ active dealers, institutional sales,
government supply and OEM expansion

Phase 3 Year 4-5

Focus Market

Pan India and Nepal expansion

Objectives

National distribution, export readiness and
new product development

Dealer Network Strategy

Leveraging founder relationships and structured dealer support for faster market penetration.

Year 1 Initial Target

Activate 50 dealers through existing relationships and product demonstrations.

5-Year Expansion Target

Build 150+ dealers across primary, secondary and institutional channels.

Dealer Support Program

Dealer margin, marketing material, product training, warranty support, digital promotion and fast delivery.

Phase 1 Focus Locations

Lucknow

Gorakhpur

Varanasi

Prayagraj

Meerut

Bahraich

Agra

Patna

Itarsi

Nepal Border



Marketing & Sales Strategy

A balanced mix of brand building, dealer activation, B2B selling and OEM outreach.

Brand Development

Build Cyclecraft as a trusted Indian bicycle brand focused on affordability, quality and reliability.

Offline Marketing

Dealer conferences, trade exhibitions, product demonstrations and local events.

OEM Marketing

Private-label manufacturing and bulk orders for emerging brands.

Digital Marketing

Website, Facebook, Instagram, YouTube and Google Business Profile.

B2B Marketing

Government departments, schools, institutions and corporate buyers.

Sales Channels

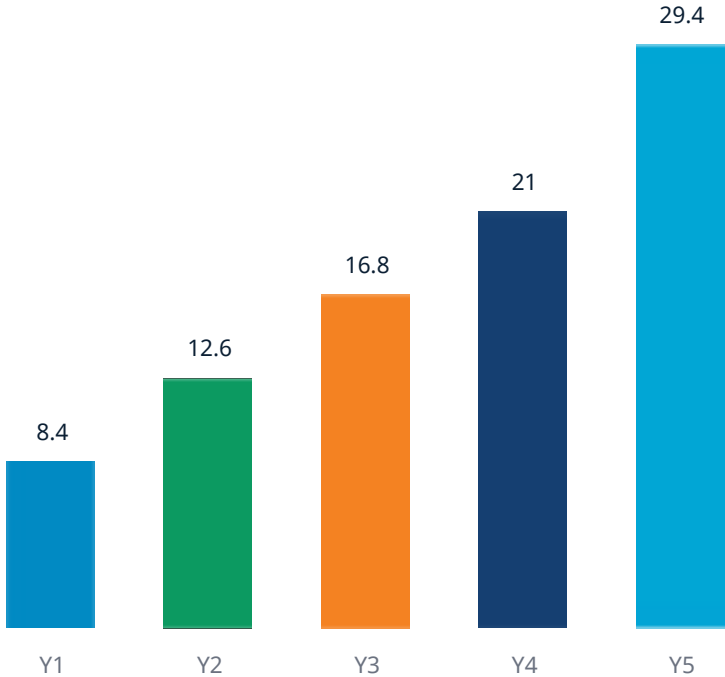
Authorized dealers, institutional sales, government procurement and OEM manufacturing.

Financial Projection (Illustrative)

Based on planned production expansion and an average selling price of ₹3,500 per bicycle.

Year	Production	Revenue	Net Profit
Year 1	24,000	₹8.40 Cr	₹0.50 Cr
2	36,000	₹12.60 Cr	₹0.95 Cr
3	48,000	₹16.80 Cr	₹1.60 Cr
4	60,000	₹21.00 Cr	₹2.40 Cr
5	84,000	₹29.40 Cr	₹3.60 Cr

Estimated Revenue (₹ Cr)



Note

Figures are preliminary projections and should be validated with actual machinery quotations, production costs, pricing and working capital requirements before final submission.

Key Financial Drivers

- Dealer expansion
- OEM orders
- Government sales
- Improved capacity utilisation
- Recycling and spare parts revenue

Funding Requirement & Fund Utilisation

₹20 Lakh seed support requested against total project cost of ₹50 Lakh.

₹50 Lakh

Total project cost

₹30 Lakh

Promoters' contribution

₹20 Lakh

Funding requested

₹15 Lakh

Already invested in 20-year
lease

Activity	Amount
Factory Construction	₹5.00 Lakh
Machinery & Equipment	₹6.00 Lakh
Installation & Utilities	₹2.00 Lakh
Raw Material	₹4.00 Lakh
Working Capital	₹3.00 Lakh

Expected Outcomes

Factory setup completed, machinery installed, commercial production started, 2,000 bicycles/month initial capacity, dealer network activation, initial OEM orders and employment generation.



Production facility setup and scalability

Risk Analysis & Mitigation

Practical risk control through phased expansion, multi-vendor sourcing and revenue diversification.

Risk	Impact	Mitigation Strategy
Raw Material Price Fluctuation	High	Multiple suppliers, bulk procurement and inventory planning
Supply Chain Disruption	Medium	Approved vendor network and safety stock
Market Competition	Medium	Differentiation through manufacturing + OEM + recycling
Working Capital Requirement	Medium	Phase-wise expansion and financial discipline
Demand Fluctuation	Low-Medium	Dealer, government, retail and OEM diversification

Risk Management Strategy

Multi-vendor sourcing, strong inventory planning, cost optimization, product diversification and long-term dealer partnerships.

ESG & Sustainability Impact

Cyclecraft creates environmental, social and governance value through circular manufacturing.

Environmental

Bicycle recycling, reusable component recovery, resource conservation and environment-friendly manufacturing practices.



Social

Employment generation in rural Uttar Pradesh, skill development for local workforce, affordable mobility and school bicycle supply support.



Governance

Private Limited structure, Startup India recognition, transparent financial reporting, quality-focused operations and ethical practices.



Why Invest in Cyclecraft?

An experienced founding team, scalable manufacturing model and strong sustainable mobility positioning.

01

Experienced founding team with 40+ years combined expertise

02

Startup India recognized company

03

Integrated Manufacturing + OEM + Recycling model

04

Existing dealer relationships and strong market knowledge

05

Scalable business model with phased expansion

06

Growing demand for affordable mobility and OEM supply

07

Circular economy model with sustainability advantage

08

Long-term national and Nepal market potential

Investor Value Proposition

The proposed investment will accelerate factory setup, market entry and dealer expansion while creating the foundation for a scalable bicycle manufacturing business.

Why Amity Technology Incubator?

Cyclecraft seeks more than funding - it seeks a strategic incubation partner.



- Strong startup ecosystem
- Expert mentoring
- Industry connections
- Investor access
- Business development guidance
- Innovation support
- Credibility for future fundraising

Expected Outcomes from ₹20 Lakh Support

Factory setup, machinery installation, commercial production, dealer network expansion, initial OEM production and employment generation.

Strategic Fit

Amity's incubation support can help Cyclecraft accelerate from setup to commercialization while strengthening business systems and investor readiness.

Director's Message

Abhishek Srivastav | Founder & Managing Director

Cyclecraft was born from nearly two decades of hands-on experience in India's bicycle industry and a vision to build a stronger, more sustainable manufacturing ecosystem. Across my journey with Appu International, Firefox Bikes, Magic Bike, Avon Cycles and TI Cycles, I observed recurring industry challenges such as production shortages, inconsistent product availability, rising raw material costs and the absence of organised bicycle recycling.

Together with Vijay Bahadur, we created Cyclecraft Private Limited as an integrated platform combining bicycle manufacturing, OEM production, organised recycling and sustainable supply chain management. Our mission is to deliver reliable and affordable bicycles, strengthen dealer partnerships, generate employment and support the Make in India vision.



Abhishek Srivastav |
Founder & Managing Director



Vijay Bahadur |
Co-Founder & Director



Vijay Bahadur | Co-Founder & Director

Manufacturing & Operations Leader | Experience Till 2023

- 25+ years of experience in production management, factory operations and shop-floor execution
- Strong expertise in quality control, process supervision and workforce management
- Skilled in vendor coordination, material planning and dispatch readiness
- Proven operational leadership through 2023, driving manufacturing discipline, cost efficiency and scalable execution



We are not just manufacturing bicycles — we are building a sustainable future for Indian mobility.





Thank You

Cyclecraft Private Limited

Building India's Sustainable Bicycle Manufacturing & Recycling Ecosystem

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"Manufacturing Quality. Building Trust. Creating Sustainable Mobility."