

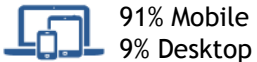
BikeWale

Oct 2018

BIKEWALE - LARGEST ONLINE BIKE SPACE

BikeWale Growth Story | Monthly 17 Mn User Sessions

BikeWale Monthly Sessions Data
Till Oct 2018



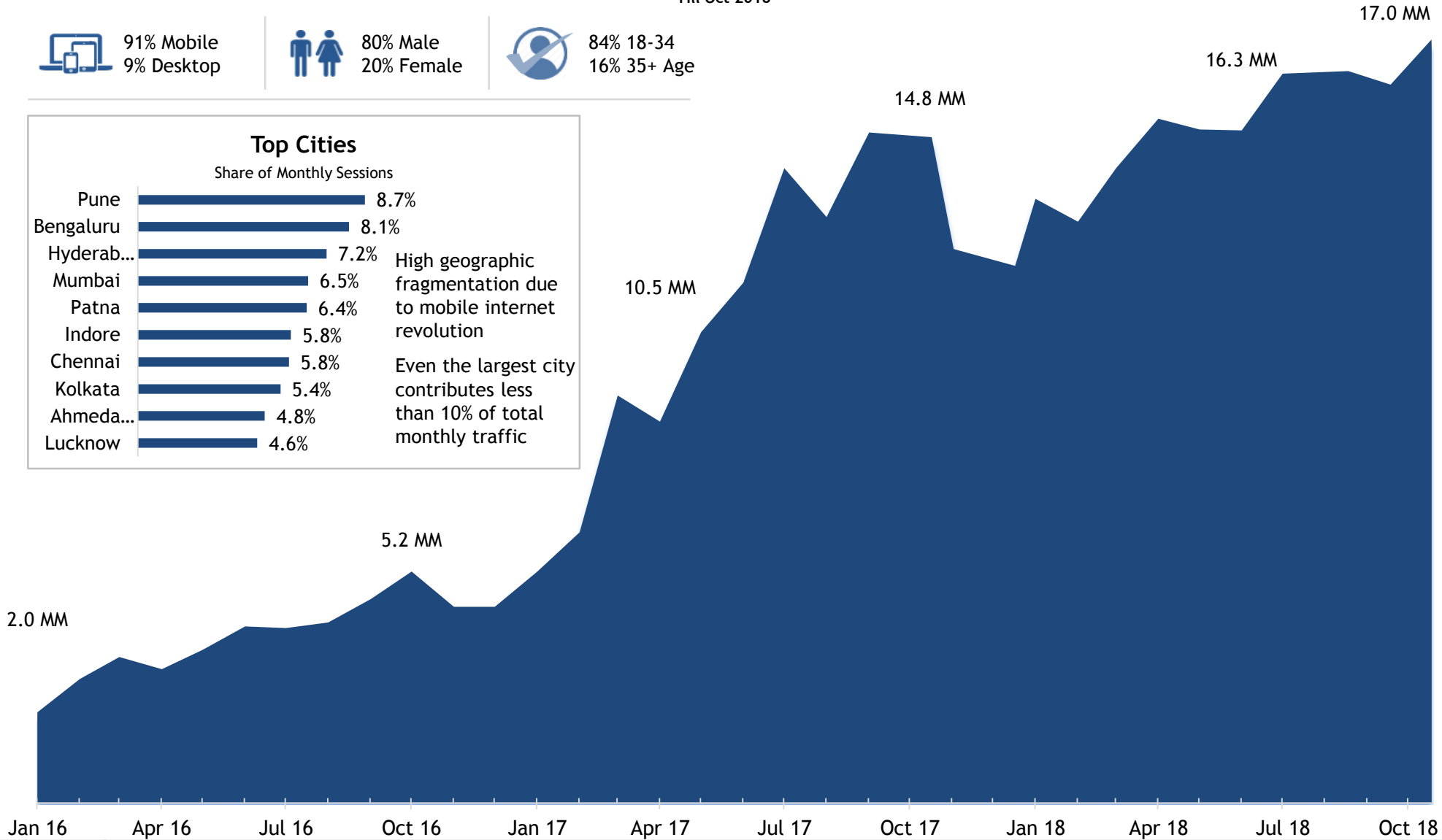
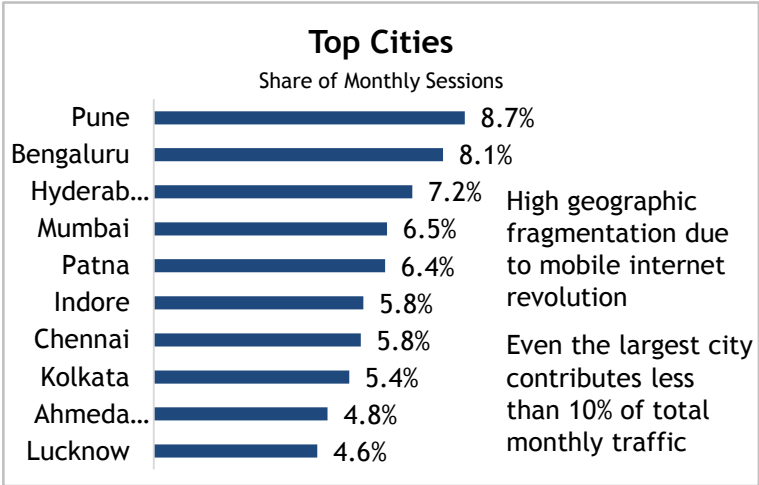
91% Mobile
9% Desktop



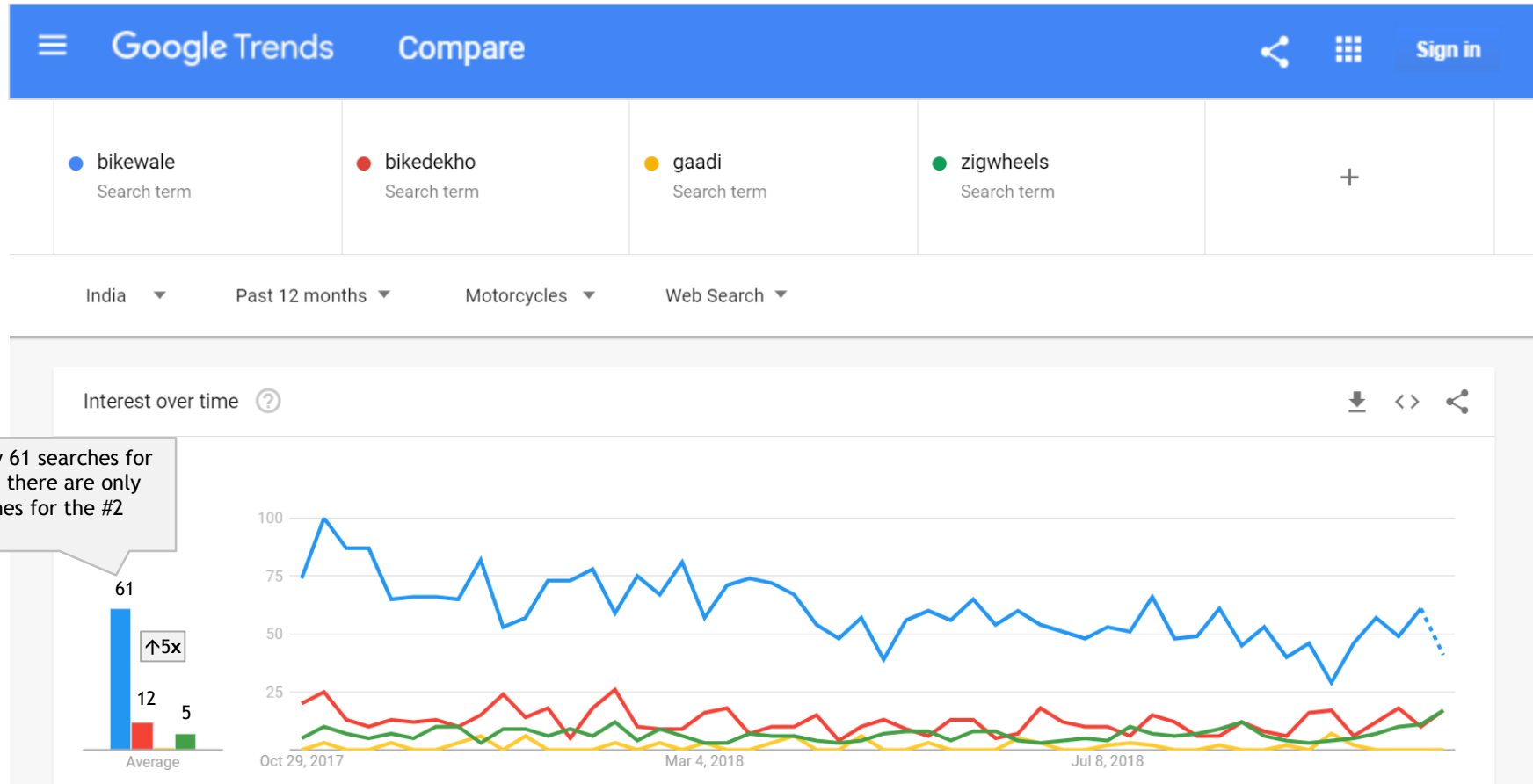
80% Male
20% Female



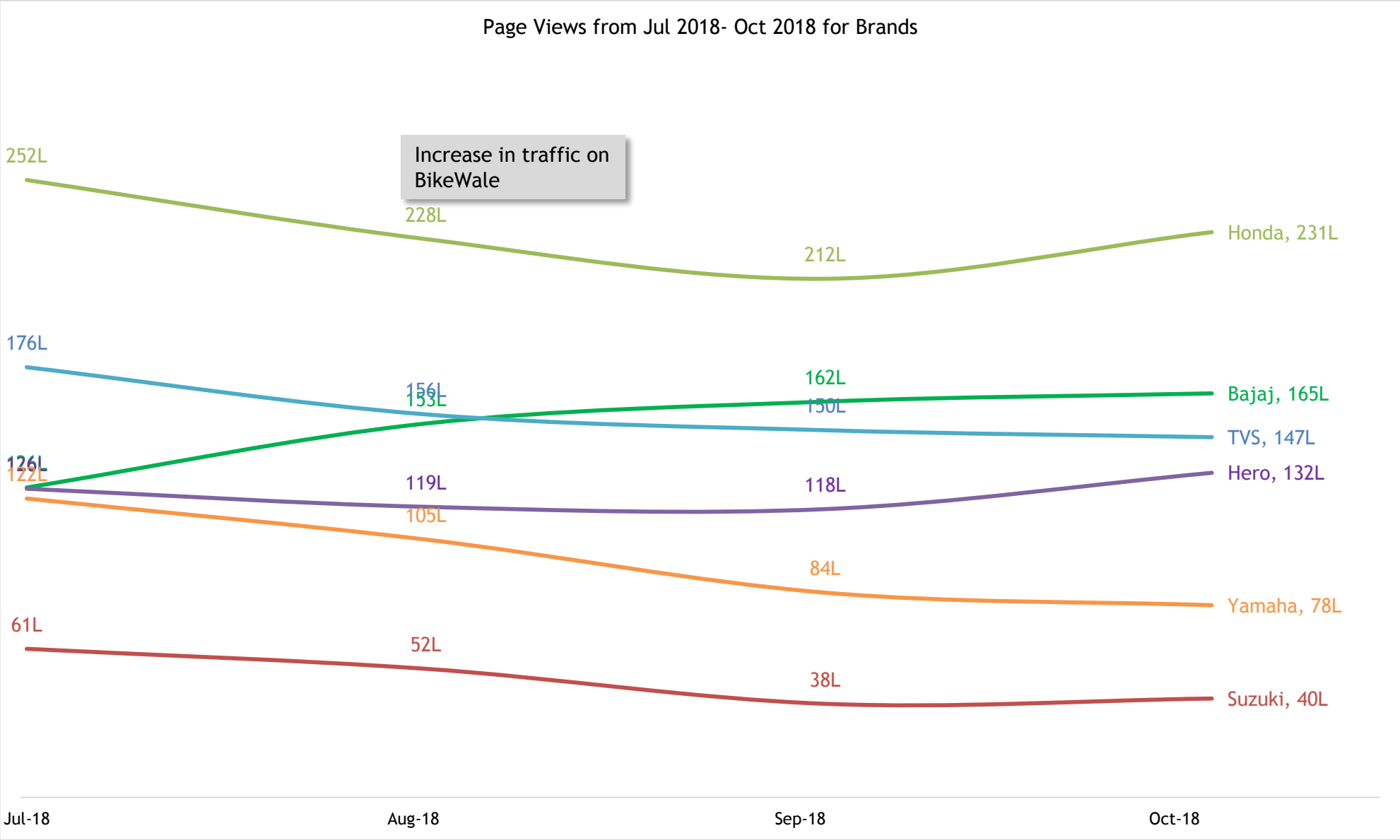
84% 18-34
16% 35+ Age



BikeWale #1 Brand for Motorcycles



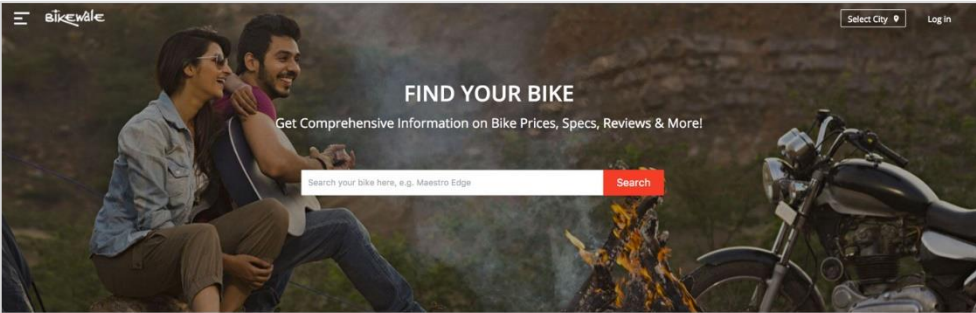
Research during Festive Time on BikeWale 2018




MEDIA INNOVATION ON BIKEWALE

INNOVATION SLIDER




Innovation Slider Screen 1













Behold the New Tvs Ntorq 125





OPEN YOUR SENSES TO A REVOLUTIONARY RIDING EXPERIENCE
30 First ever feature in scooters

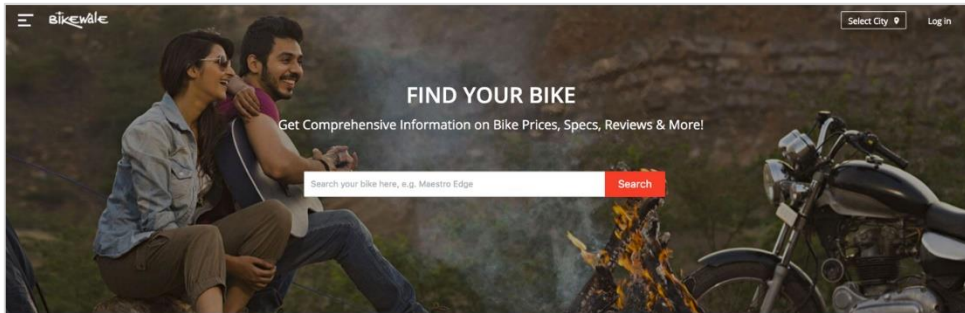
Style 	Performance & Technology 	Comfort & Convenience 
--	---	--

Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

Featured bikes

Most Popular	New launches	Upcoming
		

Innovation Slider Screen 2




Behold the New Tvs Ntorq 125

Ad

Style

Overview













Stealth Aircraft: inspired styling

Performance & Technology



Comfort & Convenience

Explore >

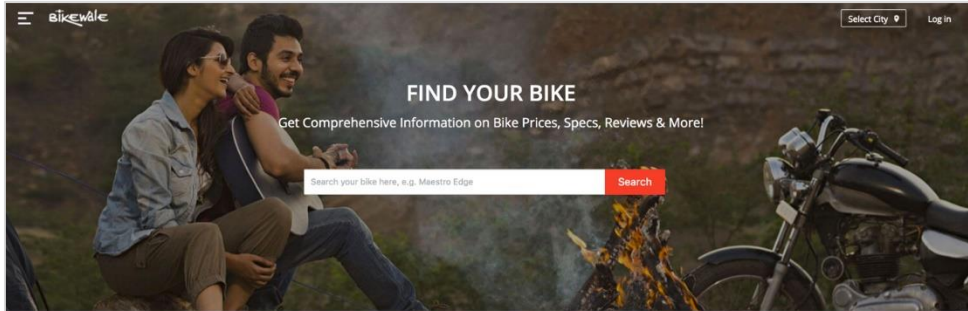
Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)

Featured bikes

Most Popular	New launches	Upcoming
		

Innovation Slider Screen 3



Behold the New Tvs Ntorq 125

Performance and technology

Overview Style Comfort & Convenience

Bluetooth connected speedometer [Explore >](#)

This section highlights the TVS Ntorq 125 engine. It features a central image of the engine with the TVS logo. The layout is flanked by three categories: 'Overview' (with a document icon), 'Style' (with a person icon), and 'Comfort & Convenience' (with a lightbulb icon). Below the engine image, there is a 'Bluetooth connected speedometer' feature highlighted with a '30%' badge and an 'Explore >' link.

Brand Budget Mileage Style

 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)

This section displays a grid of motorcycle brands categorized under 'Brand', 'Budget', 'Mileage', and 'Style'. The brands shown are Honda, TVS, Hero, Bajaj, Royal Enfield, Yamaha, Suzuki, KTM, Kawasaki, and Hero Electric. A 'View more brands' button is located at the bottom of the grid.

Featured bikes

Most Popular New launches Upcoming

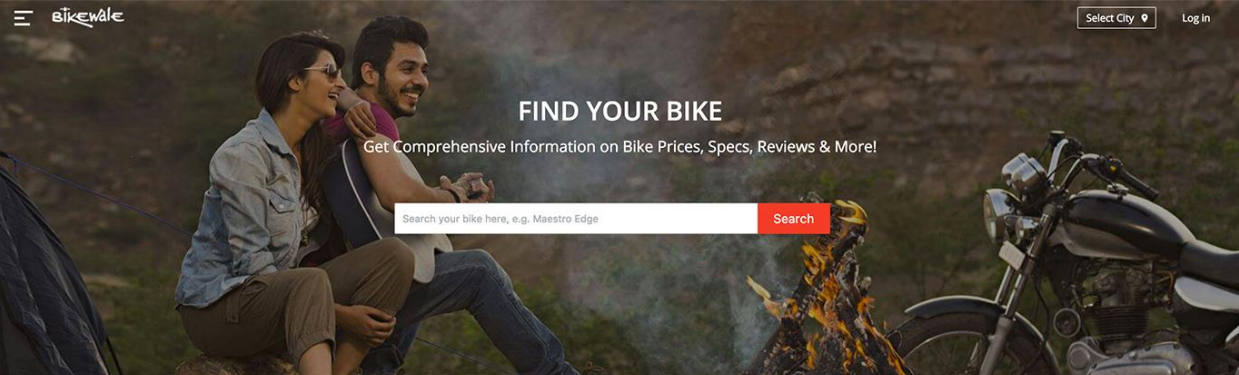
This section displays three featured motorcycles under the categories 'Most Popular', 'New launches', and 'Upcoming'. The first image is a blue cruiser-style motorcycle. The second is a bright yellow scooter. The third is a black and white sport-style motorcycle.

Objective - Showcase the features of the bike/scooter in an interactive manner such that it engages the users

Net Cost- Rs. 6 lakh for 2 days

SCRATCH TO REVEAL











Scratch To Reveal Screen 1



The All New Apache RTR 160

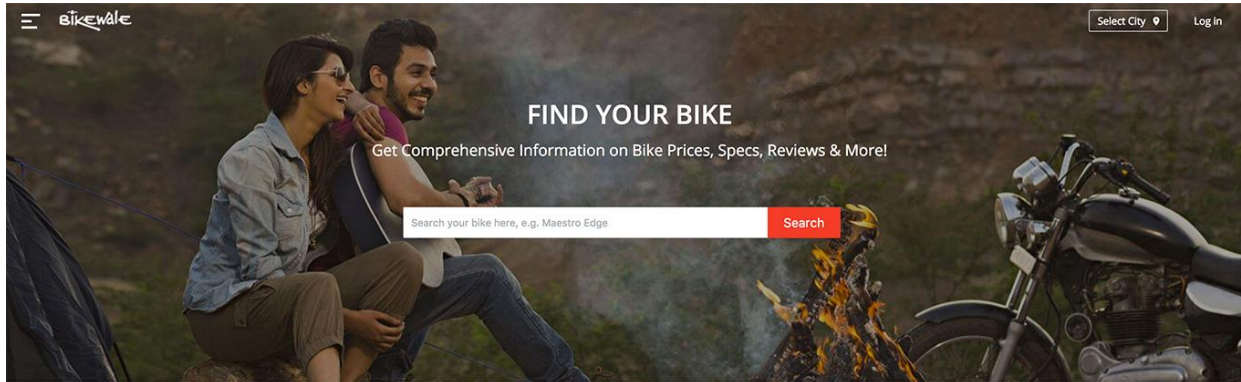


Discover your bike

Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)

Scratch To Reveal Screen 2



The All New Apache RTR 160

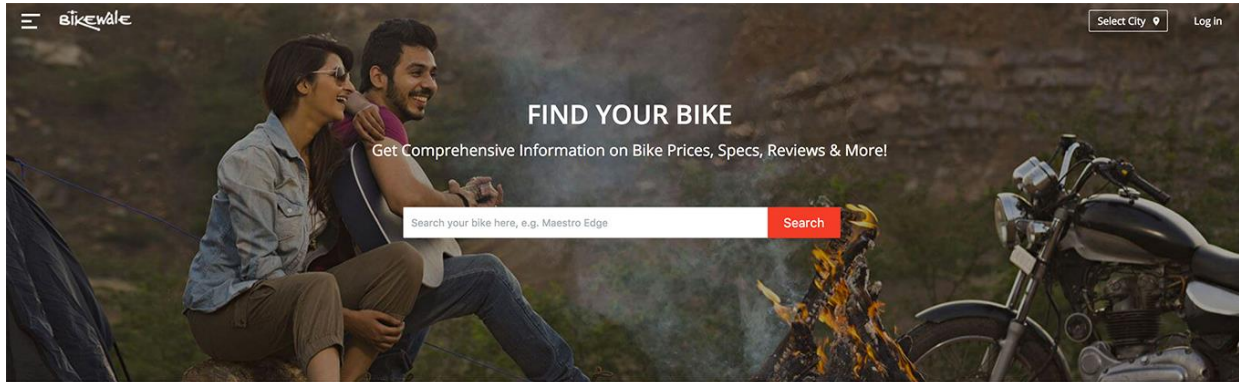


Discover your bike

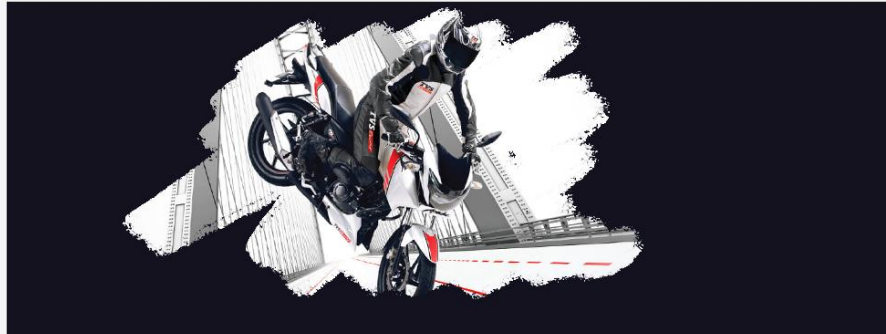
Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)











Scratch To Reveal Screen 3



The All New Apache RTR 160

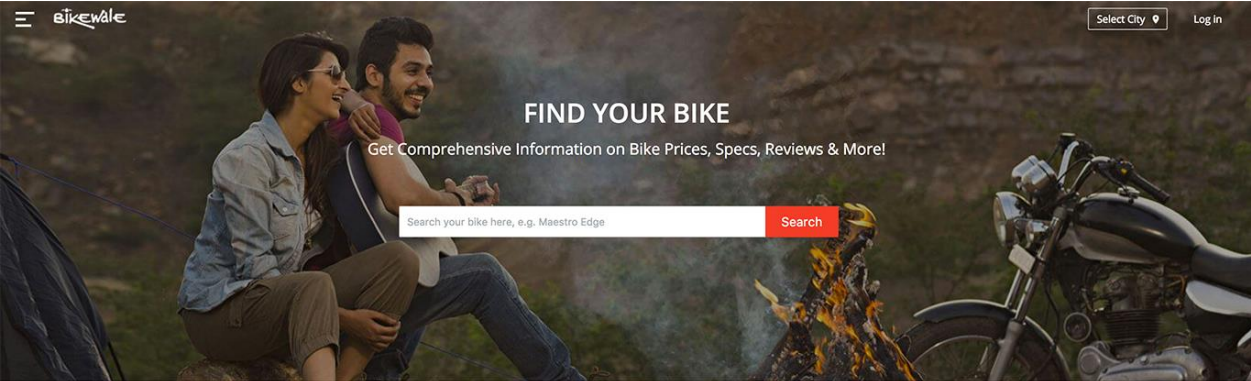


Discover your bike

Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)











Scratch To Reveal Screen 4



The All New Apache RTR 160

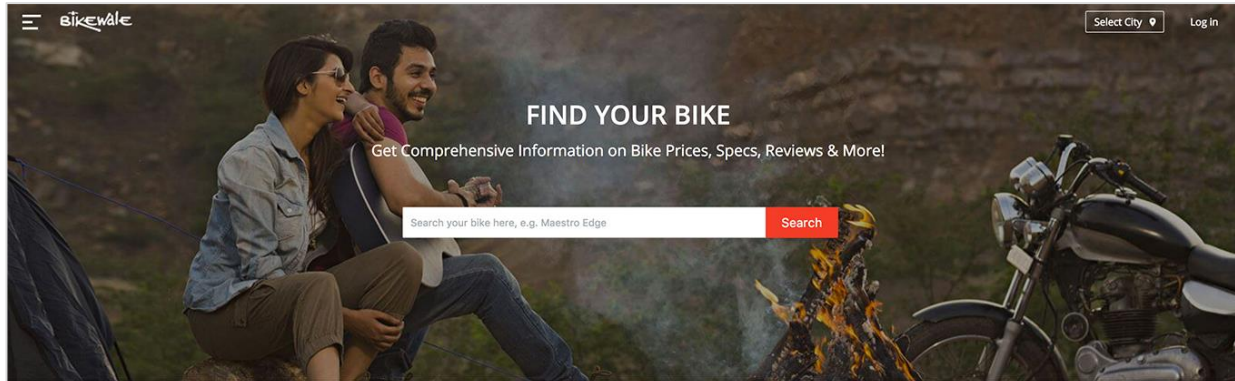


Discover your bike

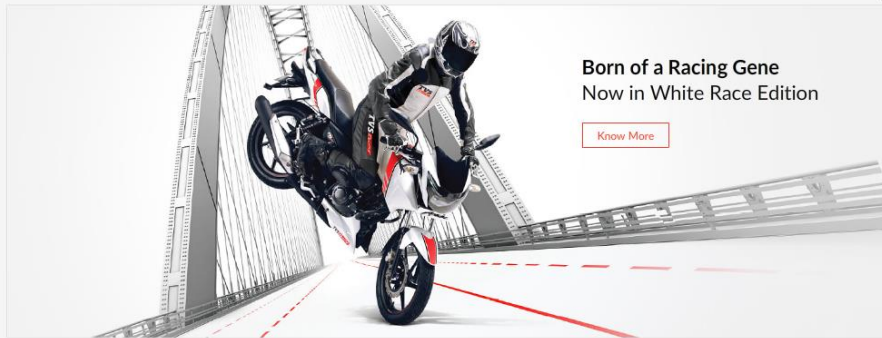
Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

[View more brands](#)











Scratch To Reveal Final Screen



The All New Apache RTR 160



Discover your bike

Brand	Budget	Mileage	Style	
 Honda	 TVS	 Hero	 Bajaj	 Royal Enfield
 Yamaha	 Suzuki	 KTM	 Kawasaki	 Hero Electric

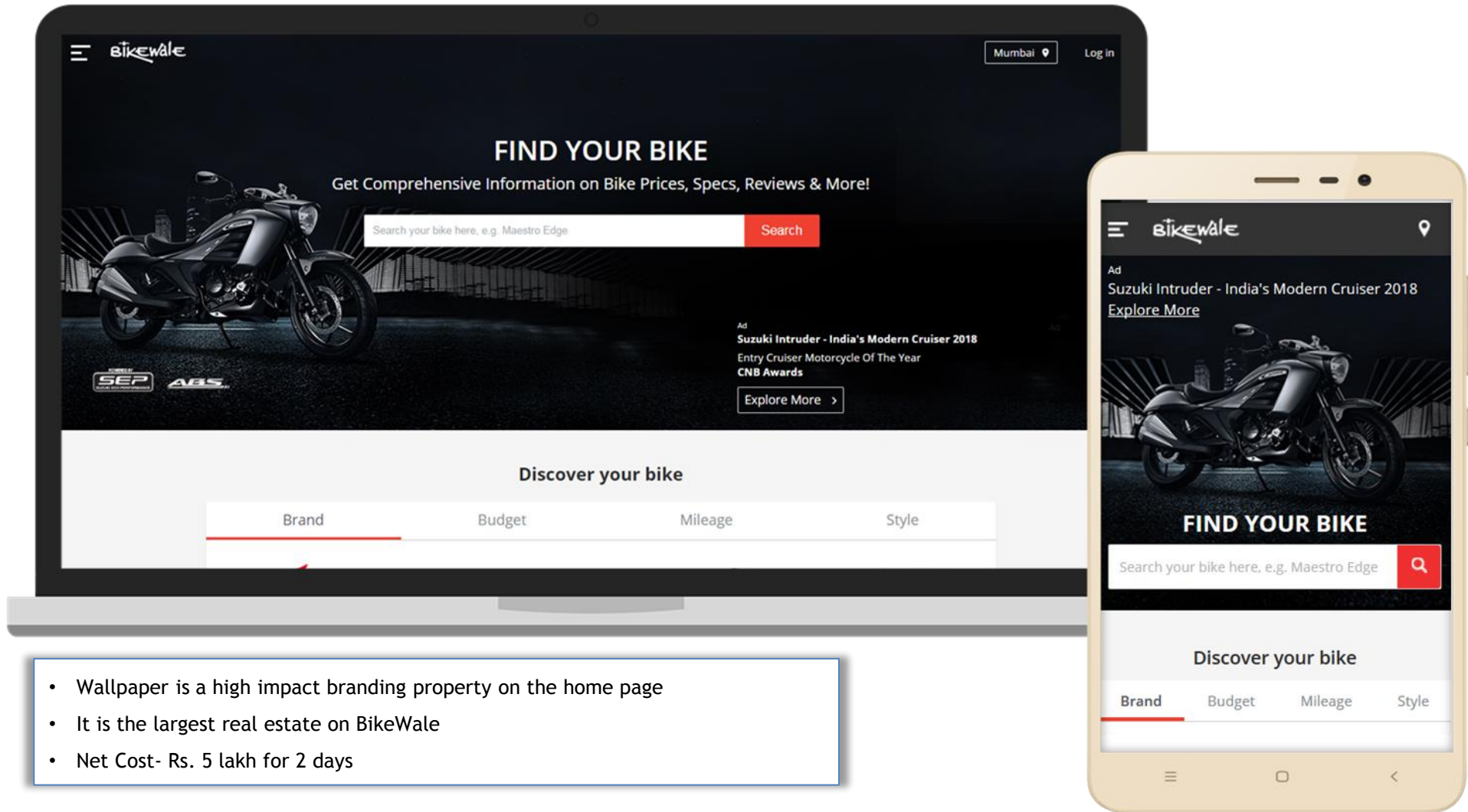
[View more brands](#)

Objective - Build curiosity by revealing the bike/scooter slowly. The user has to click twice or thrice to reveal the two wheeler

Net Cost- Rs. 6 lakh for 2 days

FIXED WALLPAPER

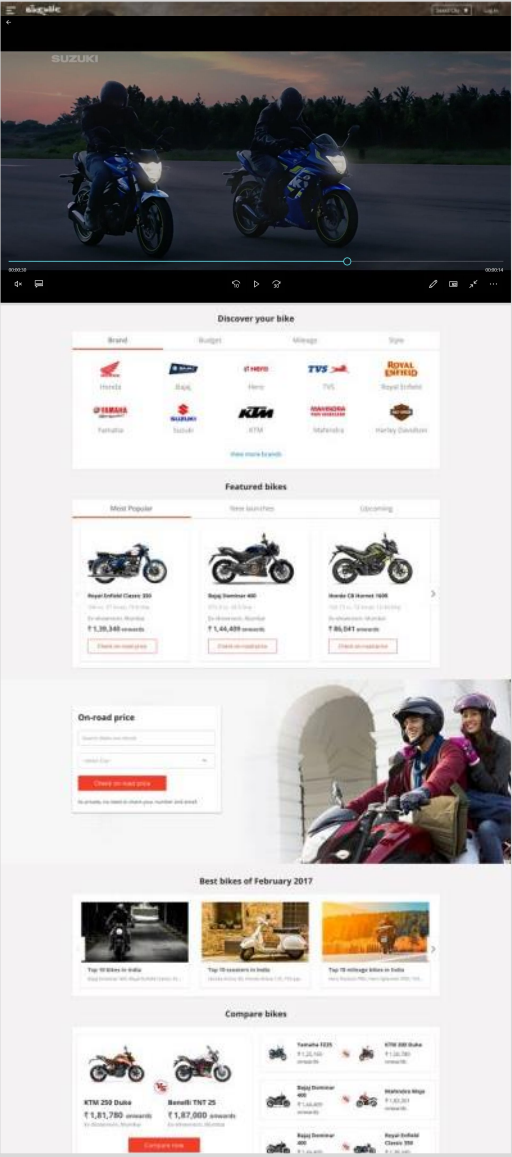
Homepage Wallpaper Illustration



- Wallpaper is a high impact branding property on the home page
- It is the largest real estate on BikeWale
- Net Cost- Rs. 5 lakh for 2 days

VIDEO WALLPAPER

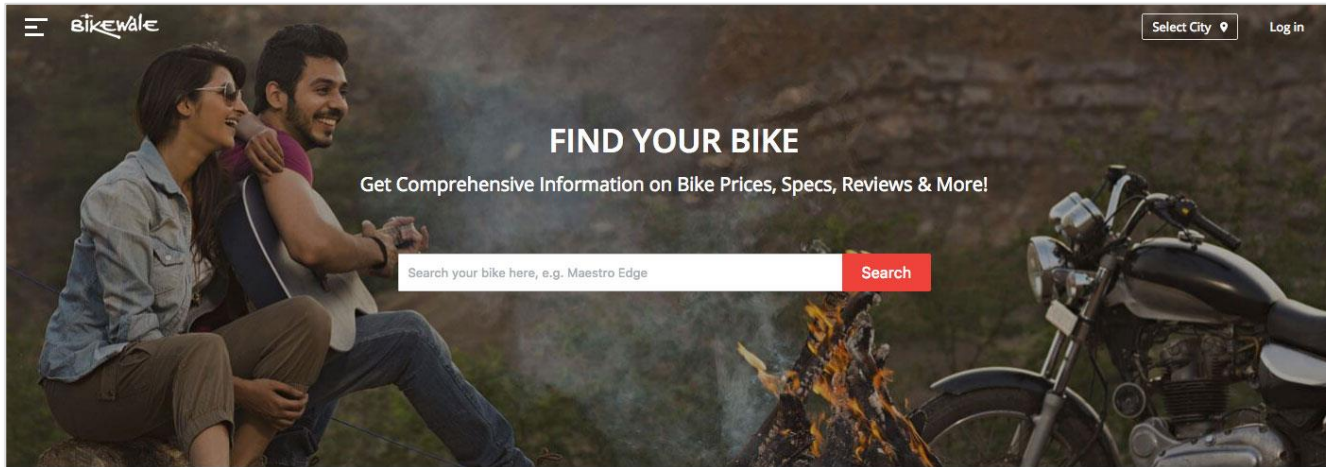
Home Page Video Wallpaper



• Net Cost- Rs. 5lakh for 2 days

SPECIAL FEATURE

Special Feature Illustration



Check out the all-new Hero Passion Pro

With Amazing Features like

- Stylish Graphics:Contemporary looks
- Light Weight 6-Spoke Cast Wheel
- Symmetric Head Lamp For Uniform Visibility
- Fuel saving i3s Technology

[Know more](#)



Ad

- A native impact property that conveys key highlights of the showcased bike/scooter
- Net Cost- Rs. 4lakh for 2 days

Brand



Honda



Yamaha

Check out the all-new Hero Passion Pro

With Amazing Features like

- Stylish Graphics:Contemporary looks
- Light Weight 6-Spoke Cast Wheel
- Symmetric Head Lamp For Uniform Visibility
- Fuel saving i3s Technology

[Know more](#)



Ad

INTERACTIVE BILLBOARD

Interactive Billboard Illustration

FIND YOUR BIKE
Get Comprehensive Information on Bike Prices, Specs, Reviews & More

Feel The Josh With The All New Hero Maestro Edge

Discover your bike

Brand	Budget	Mileage	Style
Yamaha	Bajaj	Hero	Royal Enfield
KTM	Suzuki	TVS	Harley Davidson

Featured bikes

Model	Price
Royal Enfield Classic 350	₹ 1,35,349 onwards
Bajaj Dominar 400	₹ 1,44,499 onwards
Hero X3 Burner 160E	₹ 86,981 onwards

On-road price

Best bikes of February 2017

Category	Top Bike	Price
Top 10 Bikes in India	Yamaha FZ 160	₹ 1,21,000 onwards
Top 10 Scooters in India	Bajaj Platina 100	₹ 75,000 onwards
Top 10 Mileage Bikes in India	Hero Splendor Plus	₹ 65,000 onwards

Compare bikes

Model	Price
KTM 250 Duke	₹ 1,81,780 onwards
Bajaj TNT 25	₹ 1,87,000 onwards
Yamaha FZS	₹ 1,25,500 onwards
KTM 200 Duke	₹ 1,26,500 onwards
Bajaj Dominar 400	₹ 1,44,499 onwards
Hero X3 Burner 160E	₹ 86,981 onwards
Bajaj Dominar 400	₹ 1,44,499 onwards
Royal Enfield Classic 350	₹ 1,35,349 onwards

Feel The Josh With The All New Hero Maestro Edge

Design | Style | Features | Gallery

Core of Maestro Edge

- More Convenience
- More Features
- More Style
- More Safety
- Peace of Mind

Led Tail Lamp

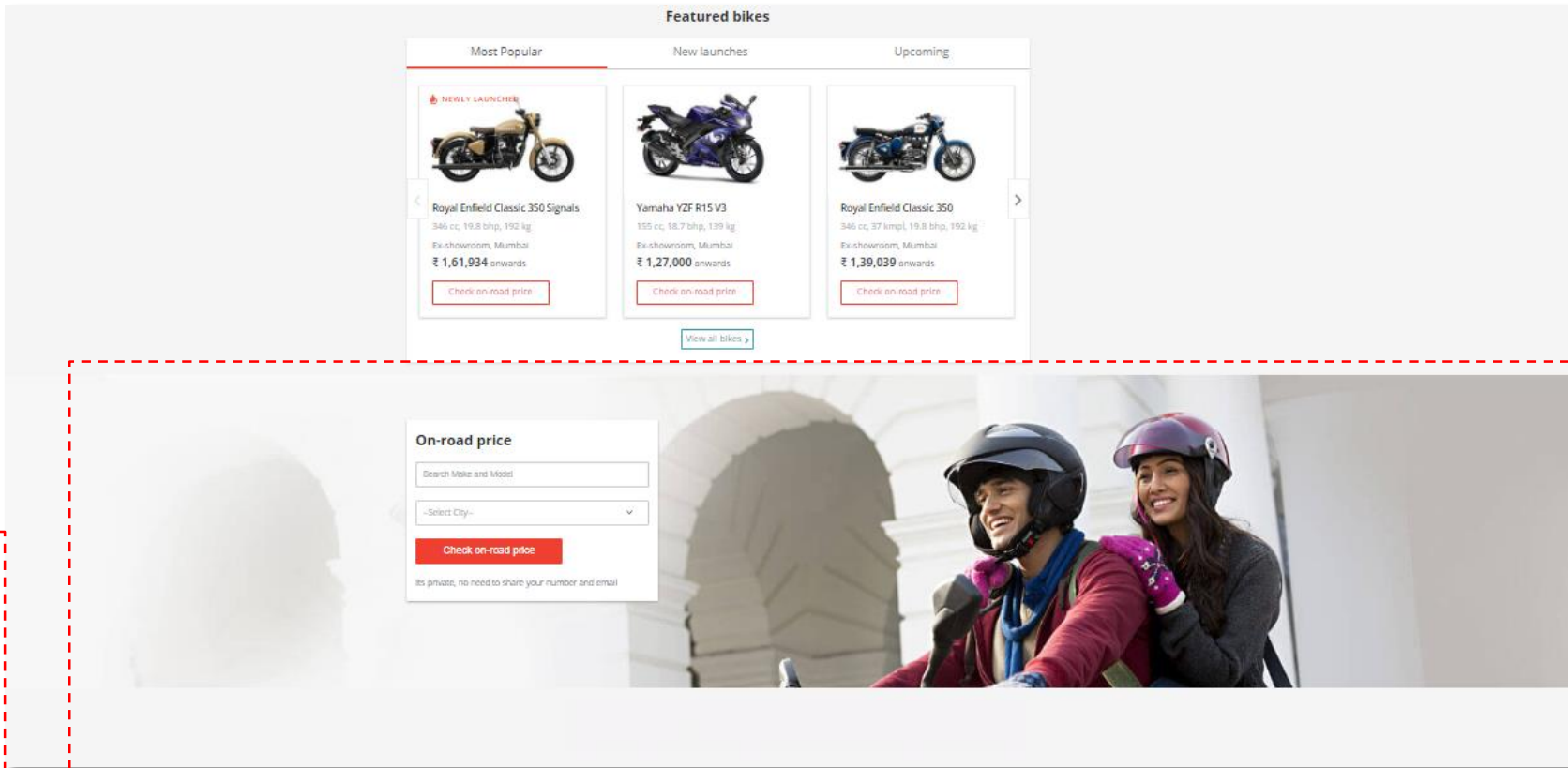
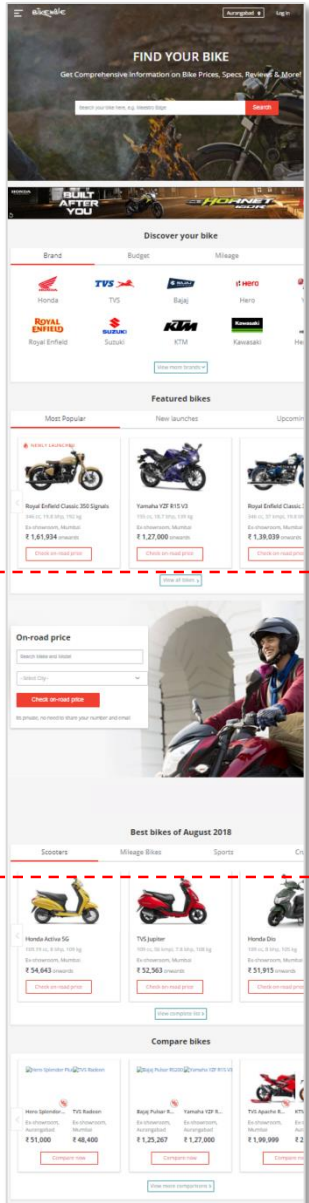
It's time to up your cool quotient with the all new Maestro edge. With its bold design, superior performance and advanced features, speed through the streets on a ride that looks the best, and rides even better.

[Know More](#) | [Experience Maestro Edge](#)

- Billboard is a one stop place for all key info one needs to know about the bike/scooter
- It scores high on user interaction and also on the amount of time users spend exploring the features and benefits of the brand
- Net Cost- 6 lakh for 2 days

PRICE QUOTE WALLPAPER

Price Quote Wallpaper



- Price Quote Wallpaper on the Home Page
- Can be customized as per the requirements
- Net Cost - Rs. 15L for 1 month

PRODUCT SHOWCASE ON MODEL PAGE

Product Showcase on model page

Bikes Similar to Classic 350

Model	Price	Check on-road price
Royal Enfield Bullet 350	₹ 1,13,436	Check on-road price
Royal Enfield Thunderbird 350	₹ 1,46,312	Check on-road price
Bajaj Dominar 400	₹ 1,41,611	Check on-road price

Also check out the Royal Enfield Gear!

Experience the joy of motorcycling!

Sponsored by

Item	Price	Buy now
Genuine Parts & Gear Helmet	₹ 2,900	Buy now
Border Strips Helmet	₹ 2,900	Buy now
Street Mono - Steel Grey	₹ 3,299	Buy now

Classic 350 Specifications & Features


Specifications	Value
Displacement	346 cc
Fuel Type	Petrol
Cylinders	1
Ignition	Transistorised Coil Ignition
Max Power	19.80 bhp @ 5,250 rpm
Spark Plugs	2 Per Cylinder
Maximum Torque	28 Nm @ 4,000 rpm
Coilng System	Air Cooled

- Price Quote Wallpaper on the Home Page
- Can be customized as per the requirements
- Net Cost - Rs. 15L for 1 month

COMPETITION PAGE TARGETING

Competition Page Targeting

- Competition Page Targeting
- Can be customized as per the requirements
- Net Cost - Rs. 10 for 1 month



Yamaha FZSFI with Rear Disc Brake- Festivities Full Throttle Ad

- Low Down Payment of ₹ 9,999*
- 5 Years Extended Warranty
- Offer Valid only on Online Enquiry till 15th Sep 2018

[Know more](#)

*T & C Apply




Home • New Bikes • TVS Bikes • Apache • TVS Apache RTR 160 4V

TVS Apache RTR 160 4V

★ 4.7 | 110 Reviews | [Rate & Win](#)

Overview Expert Reviews Colours Similar Bikes Specs Price User Reviews News Videos

133 Images [See Colours](#)


Key specs  150.7 cc  16.1 bhp  143 kg

Version [Drum](#) Location [Aurangabad](#)

On-road price in Aurangabad

₹ 93,384 [View detailed price](#)

EMI starting at ₹ 2,548/month [Calculate EMI](#)



[1](#) [2](#) [3](#) [4](#)

TVS Apache RTR 160 4V Summary

Apache RTR 160 4V key highlights


Price	₹ 93,384
Top speed	113 Km/h
Colours	Red, Black, Blue

About Apache RTR 160 4V

The Apache RTR 160 has been around for well over a decade now, and the 4V is the new generation of 150cc premium commuter from the Hosur-based manufacturer. It has got input from TVS's racing division, and the new 160 4V shows derivations that certainly make it sporty. For one, the engine has a four-valve head, which makes it the only 150cc premium commuter besides the Bajaj Pulsar NS 160 with as many valves. It also gets oil cooling. It generates 16.1 or 16.3bhp, depending upon whether it is the carburetted or FI engine. Torque stand at 14.8Nm. A rear disc brake is optional for the carburetted version but the FI gets a rear disc brake as standard. ABS isn't even on the options list. You get a slightly narrower rear tyre if you opt for the rear drum. [Read more](#)


Yamaha FZSFI with Rear Disc Brake - Festivities Full Throttle Ad

- Low Down Payment of ₹ 9,999*
- 5 Years Extended Warranty
- Offer Valid only on Online Enquiry till 15th Sep 18



*T & C Apply

[Know more](#)

 **6th Most Popular Bike**
Check out the complete list. [>](#)

Thank You

Team BikeWale